

This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (currently amended): A method for displaying
2 ~~current~~ advertisements on a wireless terminal, wherein
3 said wireless terminal ~~comprises~~ includes a display, the
4 method comprising the steps of:
5 retrieving, over a wireless communications
6 link, information comprising advertisement data,
7 said advertisement data being retrieved from a
8 device coupled to a server;
9 ~~activating~~ performing a wireless terminal
10 activation operation in response to said wireless
11 terminal in response to an external stimulus being
12 activated by a user, said activation operation
13 including executing a program, said wireless
14 terminal being in a state of down time during a
15 portion of time in which said activation operation
16 is performed, while in said state of downtime said
17 wireless terminal is not ready for use by said user;
18 and
19 displaying said advertisement data on said
20 terminal's display during at least a portion of ~~said~~
21 ~~activation step~~ time in which said activation
22 operation is being performed, during which said
23 program is being executed as part of said activation
24 operation, and during which said wireless terminal
25 is in said state of downtime and is not ready for
26 use by said user.

1 Claim 2 (currently amended): The method of claim 1,
2 wherein said activation operation includes

3 performing a boot up sequence, said executed program
4 being used to start the operating system
5 ~~wherein said displaying step is performed during the~~
6 ~~power up operation of said remote terminal.~~

1 Claim 3 (currently amended): The method of claim 2,
2 ~~where said external stimulus is~~
3 wherein said displaying step is performed during a
4 portion of said state of downtime lasting at least 15
5 seconds; and
6 wherein said wireless terminal is activated by a
7 user engaging a power switch being engaged.

1 Claim 4 (currently amended): The method of claim 1,
2 wherein said activation operation includes execution
3 of a web browser; and
4 wherein said displaying step is performed during the
5 start up execution of a said web browser during a state
6 of down time in which the web browser is executing before
7 the user can interact on the Internet.

1 Claim 5 (currently amended): The method of claim 4 2,
2 ~~wherein said external stimulus is data received from a~~
3 ~~keyboard~~ further comprising, prior to said state of down
4 time:
5 receiving said advertisement data during a time
6 during which said wireless terminal is active; and
7 storing said advertisement data in a memory in the
8 wireless terminal for use during a subsequent boot up
9 sequence.

1 Claim 6 (currently amended): The method of claim 1 4,
2 further comprising:
3 operating said wireless terminal to receive said
4 advertisement data from a set top box during said boot up
5 sequence prior to performing said step of displaying said
6 advertised data ~~wherein said external stimulus is data~~
7 ~~received from a computer mouse.~~

1 Claim 7 (original): The method of claim 1, wherein said
2 displaying step is performed during the reactivation of
3 said terminal following an inactive period of said
4 terminal which said terminal's power was on.

1 Claim 8 (currently amended): The method of claim 1, 7,
2 ~~wherein said external stimulus is data received from a~~
3 keyboard wherein said step of retrieving information
4 comprising advertisement data is performed during one of
5 a period of wireless terminal use by a user of said
6 wireless terminal preceding said state of downtime and a
7 period corresponding to a portion of said state of
8 downtime in which said advertisement data is displayed.

1 Claim 9 (currently amended): The method of claim 1,
2 wherein said advertising data is selected for at least
3 one user of said terminal as a function of a zip code
4 associated said at least one user of said terminal.

1 Claim 10 (currently amended): The method of claim 1 9,
2 wherein said advertising data is selected for at
3 least one user of said terminal; and

4 wherein said selected advertisement data is
5 responsive to data indicative of said at least one user's
6 ~~terminal viewer's~~ Internet usage history.

1 Claim 11 (currently amended): The method of claim 1 9,
2 wherein said advertising data is selected for at
3 least one user of said terminal; and
4 wherein said selected advertisement data is
5 responsive to data indicative of said at least one user's
6 ~~terminal viewer's~~ personalized program menu.

1 Claim 12 (currently amended): The method of claim 1 9,
2 wherein said advertising data is selected for at
3 least one user of said terminal; and
4 wherein said selected advertisement data is
5 responsive to data indicative of said at least one user's
6 ~~terminal viewer's~~ program viewing history.

1 Claim 13 (currently amended): The method of claim 1 9,
2 wherein said advertising data is responsive to said
3 terminal's usage of functions enabled on said terminal.

1 Claim 14 (currently amended): The method of claim 1,
2 further comprising:
3 operating said wireless terminal to transmit said
4 advertisement data from said wireless terminal to a
5 second display; and
6 ~~wherein said advertising data is displayed on at~~
7 ~~least a~~ displaying said advertisement data on said second
8 display.

1 Claim 15 (currently amended): The method of claim 1,
2 further comprising:
3 operating said device to send a message including a
4 unique identifier of a customer using said wireless
5 terminal; and
6 operating the server to select said information
7 comprising advertising data as a function of said unique
8 identifier. ~~wherein said advertisement enables the~~
9 ~~interactive purchase of a product or service described in~~
10 ~~said advertising data.~~

1 Claim 16 (currently amended): A system for providing
2 targeted advertisements to a at least one wireless
3 terminal, comprising:
4 a wireless terminal; and
5 a device that receives advertising data from a
6 server computer and transmits said data to said
7 wireless a remote terminal via a wireless link, said
8 advertising data being transmitted during a period
9 in which a user uses said wireless terminal or
10 during a period of downtime in which said wireless
11 terminal is not ready for use by said user; and
12 ~~at least one said remote terminal that displays said~~
13 ~~received advertising information concurrently;~~
14 said wireless terminal including a display and
15 means for displaying on said display said
16 advertisement data during at least a portion of a
17 state of wireless terminal down time corresponding
18 to an activation operation during which a program is
19 being executed concurrently while said advertisement
20 data is being displayed, said wireless terminal not
21 being ready for use by said user during at least a

22 portion of said state of downtime in which said
23 advertisement data is being displayed; and
24 wherein said advertising data is selected for
25 at least one user of said remote terminal.

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1 Claim 17 (original): The system of claim 16, wherein
2 said device comprises a set top box.

1 Claim 18 (original): The system of claim 16, wherein
2 said device comprises a satellite.

1 Claim 19 (original): The system of claim 16, wherein
2 said terminal displays said advertising data when said
3 remote terminal's operating system is executing at least
4 one instruction of a program unrelated to said display
5 function.

1 Claim 20 (original): The system of claim 16, further
2 including a means for personalizing said advertisements
3 responsive to said at least one user's interaction with
4 said remote terminal.

1 Claim 21 (currently amended): A method for enabling
2 targeted advertisements to be displayed on a wireless
3 terminal ~~comprising~~ including a display, the method
4 comprising the steps of:
5 retrieving over a wireless link information,
6 comprising advertisement data, from a remote device
7 coupled to a server; and
8 displaying said advertisement data on said
9 terminal's display during a state of downtime in
10 which said wireless terminal is not ready for use by

11 an individual user of said wireless terminal, said
12 state of down time including a period of time when
13 said terminal's operating system is concurrently
14 executing at least one program instruction as part
15 of an activation operation and displaying said
16 advertisement data; and
17 wherein said advertisement data is selected for
18 at least one said individual user of said terminal
19 based on information corresponding to said
20 individual user.

1 Claim 22 (currently amended): The method of claim 21,
2 wherein said displaying step is performed during ~~the~~ a
3 power up operation of said remote terminal.

1 Claim 23 (currently amended): The method of claim 21,
2 wherein said displaying step is performed during ~~the~~ a
3 start up execution of ~~said~~ a web browser.

1 Claim 24 (original): The method of claim 21, wherein
2 said displaying step is performed during the reactivation
3 of said terminal following an inactive period of said
4 terminal while said terminal's power was on.

1 Claim 25 (currently amended): The method of claim 21,
2 wherein said selected advertisement data is responsive to
3 data indicative of said individual user's terminal
4 ~~viewer's~~ Internet usage history.

1 Claim 26 (currently amended): The method of claim 21,
2 wherein said selected advertisement data is responsive to

3 data indicative of ~~said terminal viewer's~~ a personalized
4 program menu corresponding to said individual user.

1 Claim 27 (currently amended): The method of claim 21,
2 wherein said selected advertisement data is responsive to
3 data indicative of said ~~terminal viewer's~~ individual
4 user's program viewing history.

1 Claim 28 (currently amended): The method of claim 21,
2 wherein said advertising data is responsive to said
3 ~~terminal viewer's~~ individual user's usage of functions
4 enabled on said terminal.

1 Claim 29 (original): The method of claim 21, wherein
2 said advertisement enables the interactive purchase of a
3 product or service described in said advertising data.

1 Claim 30 (currently amended): A wireless terminal device
2 comprising:

3 a receiver for receiving advertising data over a
4 wireless communications link;
5 a processor that selects a portion of said
6 advertising data responsive to at least one user of
7 said device; ~~and~~
8 a display; and
9 means for displaying on said display said
10 advertisement data during at least a portion of a
11 state of wireless terminal down time corresponding
12 to an activation operation during which a program is
13 being executed concurrently while said advertisement
14 data is being displayed, said wireless terminal not
15 being ready for use by said user during at least a

16 portion of said state of downtime in which said
17 advertisement data is being displayed, for
18 displaying said selected advertising data.

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1 Claim 31 (original): The device of claim 30, wherein
2 said processor selection is responsive to said at least
3 one user's interaction with said remote terminal.

1 Claim 32 (original): The device of claim 30, wherein
2 said terminal displays said advertising data when said
3 remote terminal's operating system is executing at least
4 one instruction of a program unrelated to said display
5 function.

1 Claim 33 (original): The device of claim 30, wherein
2 said advertising data is displayed during at least a
3 portion of an activation process in said terminal in
4 response to an external stimuli.